

Figure 1. System diagram of interactive TV tracking architecture

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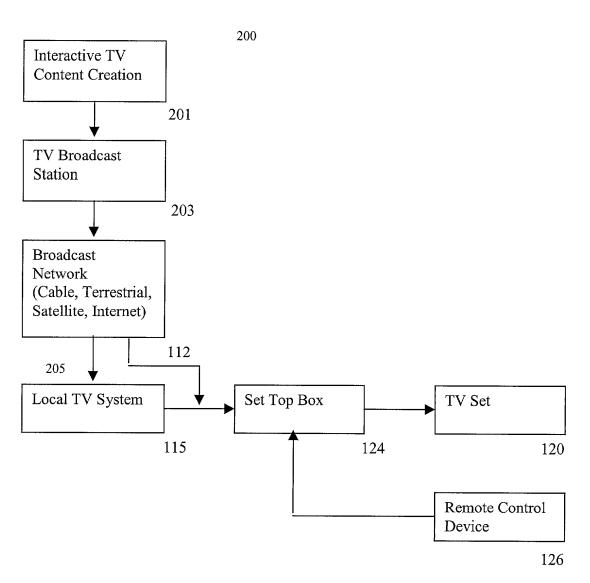


Figure 2: Overall flow of data for direct channel hyperlinking

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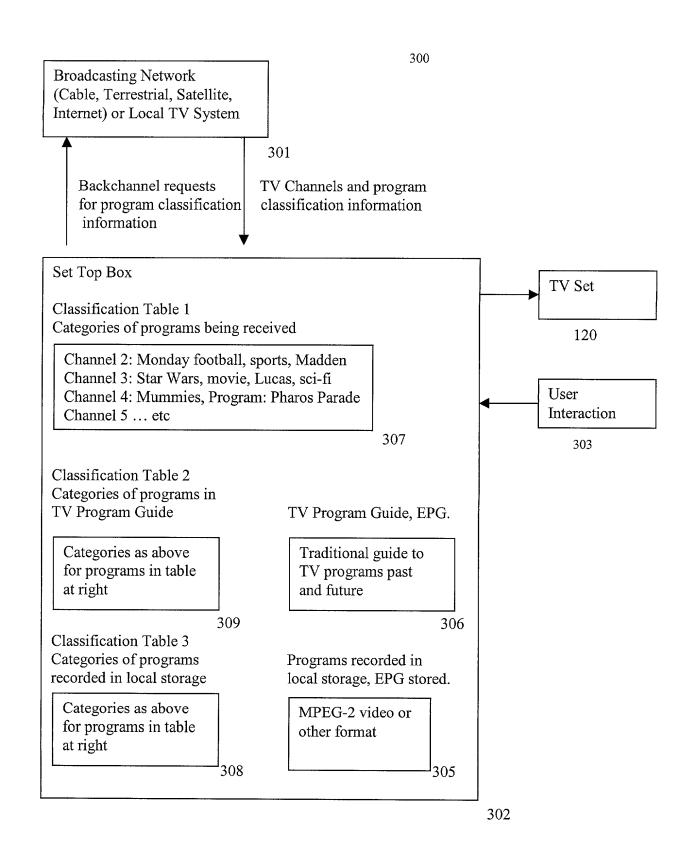


Figure 3: One possible data layout for direct channel hyperlinking

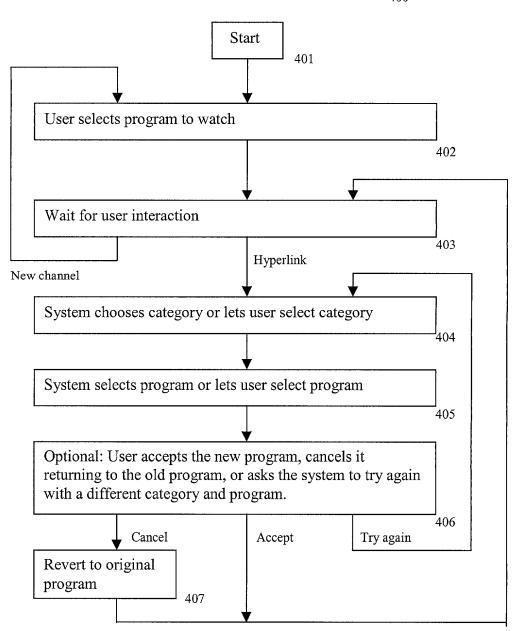


Figure 4: The method for direct channel hyperlinking

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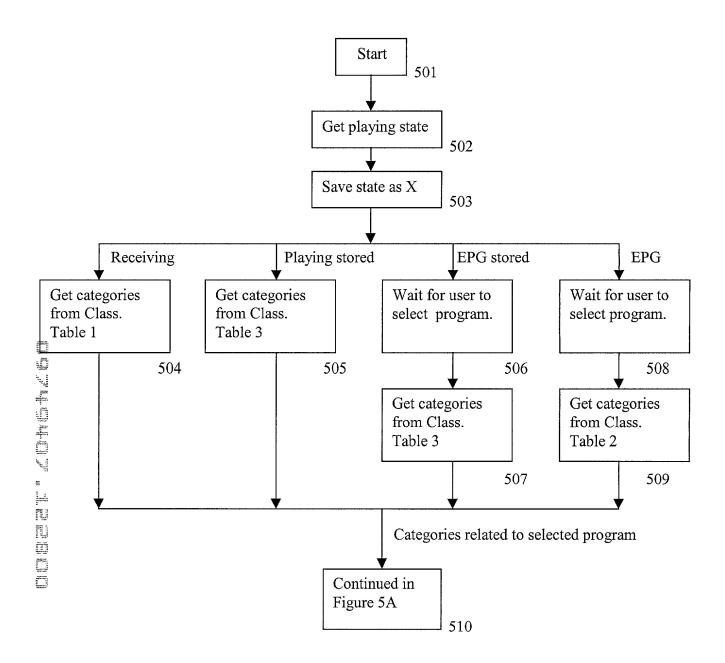


Figure 5: AlternativeHyperlinking

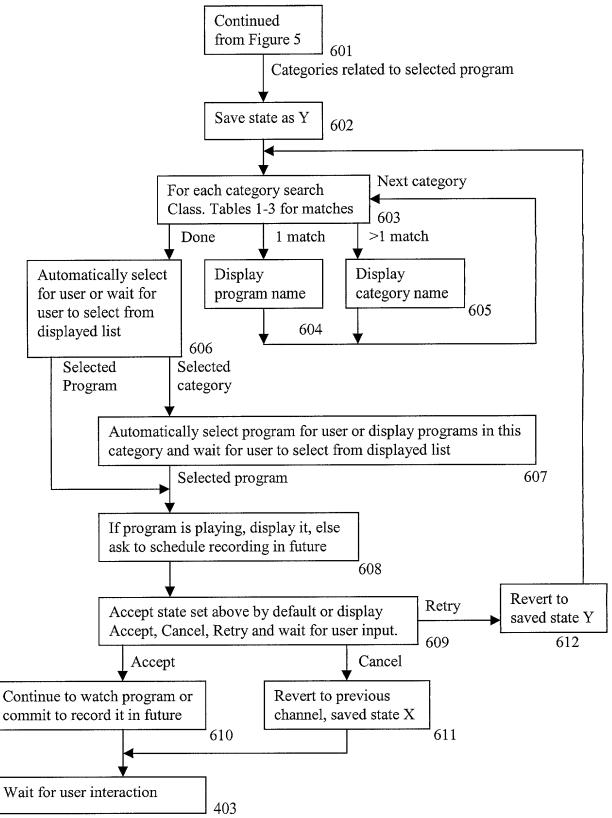


Figure 5A: Alternative Hyperlinking (Continued)